Picture this in COLOR

Taken with an Argus camera by Mr. Jordan Bloomfield of Burbank, Cal.

Paint this picture with your imagination. Color in the blue of the sky, green of the trees, the pure white of the clouds plus the tint and texture of the earth and rocks. Memory and imagination are great—but a color picture is better. Don't miss out—take color and get the complete picture.

The Argus line of fine 35mm cameras—the A2, 21 and C-3—is engineered to give you the best in color photography—in addition to sharp, clear black and whites. If you haven't already experienced the thrill of taking perfect color pictures—or black and whites that really sing—get yourself an Argus 35mm and the best in camera values—for any type of photography—will be yours.

C-3 Americas most popular color camera equipped with coupled range finder, built-in flash and F:3.5 lens. Shutter speeds of 1/10 to 1/300. Price: $69.58 including tax and flash unit, case extra.

Argus 21—the only camera in the world with the famous Markfinder sight. Shutter speeds from 1/10 to 1/200 plus F:3:5 lens and built-in flash. Price: $51.75 incl. tax, case extra.

A2—a fine color camera with an economy price—$32.08 incl. tax—case extra. Has extinction type exposure meter and accurate shutter speeds from 1/25 to 1/150.

Appreciate your color slides with an Argus Slide Projector. Take your favorite slides to your local Argus dealer and try them out on the new Argus PA 200 projector.

ALL lenses are hard coated anastigmat, color corrected for careful color work.

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ARGUS, INC., ANN ARBOR, MICH. Makers of AMERICA'S MOST POPULAR 35mm COLOR CAMERAS